

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Harry Winston, SA | | 09/01/2011 | COMPANY: SWITZERLAND |
| RECEIVING PARTY DATA | | | |
| Name: | Harry Winston, Inc. | | |
| Street Address: | 718 Fifth Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10019 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3079120 | HARRY WINSTON AVENUE C | |
| Registration Number: | 2877218 | SEMIRA | |
| Registration Number: | 2819835 | EXCENTER | |
| Registration Number: | 2954011 | HW HARRY WINSTON THE AVENUE COLLECTION | |
| Registration Number: | 2390073 | HW | |
| Registration Number: | 2699119 | HW HARRY WINSTON THE PREMIER COLLECTION | |
| Registration Number: | 2461192 | HW HARRY WINSTON THE OCEAN COLLECTION | |
| Registration Number: | 2665032 | HW HARRY WINSTON RARE TIMEPIECES | |
| Registration Number: | 2112912 | HW HARRY WINSTON | |
| Registration Number: | 1747040 | H W HARRY WINSTON | |
| Registration Number: | 1355257 | THE SIGNATURE COLLECTION | |
| Registration Number: | 2837572 | HW HARRY WINSTON THE SIGNATURE COLLECTION | |
| CORRESPONDENCE DATA | | | |

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TRADEMARK
 REEL: 004631 FRAME: 0088

Fax Number: (614)227-2390
Phone: 614-227-2300
Email: trademarks@bricker.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Joseph R. Dreitler
Address Line 1: 100 South Third Street
Address Line 2: Bricker & Eckler, LLP
Address Line 4: Columbus, OHIO 43215

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| ATTORNEY DOCKET NUMBER: | 009250/138628 |
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| NAME OF SUBMITTER: | Joseph R. Dreitler |
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| Signature: | /Joseph R. Dreitler/ |
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|-------|------------|
| Date: | 09/27/2011 |
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| Total Attachments: 2 source=HWSA to HWI#page1.tif source=HWSA to HWI#page2.tif |
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ASSIGNMENT

WHEREAS, Harry Winston, S.A., a Swiss Company located at Chemin du Tourbillon 8 C.P. 159 – CH -1228 Plan les Ouates / Geneva, Switzerland, adopted, used and owns the trademark registrations listed on the attached Schedule "A" which have been registered in the United States Patent and Trademark Office; and

WHEREAS, Harry Winston, Inc, a New York Corporation located at 718 Fifth Avenue, New York, NY 10019, is desirous of acquiring all of the right, title and interest in and to the aforesaid trademarks, the registration thereof, and the goodwill of the business that is associated with the trademarks.

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Harry Winston, S.A. does hereby assign, sell, transfer and convey to Harry Winston, Inc., all of its right, title and interest in and to the said trademarks, including all claims for past infringement and all causes of action with respect to or arising out of the said trademarks, together with the goodwill of its business symbolized by the name, the marks, and the registrations thereof.

Harry Winston, S.A. further covenants with Harry Winston, Inc., to execute, when requested, such additional assignments, instruments and documents as may be necessary or desirable to effectuate this agreement and assignment.

IN WITNESS WHEREOF, the undersigned authorized officer of Harry Winston, S.A has hereunto set his/her hand to this Assignment with an effective date as of Sept 1, 2011.



By: D. DECKER

Title: Vice President

B. WEISROCK
Director Finance



Schedule A

| <u>Registration Number</u> | <u>Mark</u> |
|----------------------------|---|
| 3288422 | OBVIOUS |
| 3060528 | OCEAN Z1 |
| 3029284 | PROJECT Z 1 |
| 3079120 | HARRY WINSTON AVENUE C |
| 2877218 | SEMIRA |
| 2819835 | EXCENTER |
| 2954011 | HW HARRY WINSTON THE AVENUE COLLECTION |
| 2390073 | HW |
| 2699119 | HW HARRY WINSTON THE PREMIER COLLECTION |
| 2461192 | HW HARRY WINSTON THE OCEAN COLLECTION |
| 2665032 | HW HARRY WINSTON RARE TIMEPIECES |
| 2112912 | HW HARRY WINSTON |
| 1747040 | HW HARRY WINSTON |
| 1355257 | THE SIGNATURE COLLECTION |
| 2837572 | HW HARRY WINSTON THE SIGNATURE COLLECTION |